



MOUNTAINS RECREATION & CONSERVATION AUTHORITY

Franklin Canyon Park
2600 Franklin Canyon Drive
Beverly Hills, CA 90210
(310)858-7272 Fax (310) 858-7212

REQUEST FOR PROPOSALS FOR CONCESSIONAIRE SERVICES OF KAYAK RENTALS ON THE LOS ANGELES RIVER FOR THE MOUNTAINS RECREATION AND CONSERVATION AUTHORITY

The Mountains Recreation and Conservation Authority (MRCA) seeks one Non-Profit Organizations to operate a public concession facilitating kayak rentals within the 2014 Los Angeles River Recreational Zone. The concession will operate from Memorial Day (5/26/2014) to Labor Day (9/1/2014).

Site Location: The 2014 Recreational Zone is located along the Los Angeles River, from Fletcher Avenue/Rattlesnake Park to the north, to Confluence Park/Egret Park to the south. The rental location will be at Marsh Park.

Contact: Fernando Gomez, fernando.gomez@mrca.ca.gov or (310) 8587272 ext. 141.

Attachments: This RFP consists of this memo and the following attachments:

1. Background Information
2. Scope of Work
3. Submittal Requirements

Respondent Questions: Direct all questions to the point of contact listed above before 5:00 p.m. on March 21, 2014. All clarifications will be made by email and provided by March 28, 2014. It is the respondent's responsibility to obtain the clarifications.

Proposal Submittals: Please provide all submittal requirements listed herein. Proposals are due by 5:00 p.m. on April 7, 2014 and should be emailed to the address listed above. Late submissions will not be accepted. There is no limit to the number of pages a submittal can be, however, please keep it to a minimum and include only the necessary information.

Selection: Selection will be based on demonstrated competence and qualifications for the services to be performed at fair and reasonable prices. Proposed deviations from the RFP requirements will be noted and taken into consideration. Any proposal deemed irresponsible or unresponsive will not be considered. We hope to select concessionaires 1-2 weeks after the RFP due date.

Attachment 1 - Background Information

From May 27, 2013 to September 2, 2013, the Mountains Recreation and Conservation Authority (MRCA) operated the Los Angeles River Recreation Zone pilot program and welcomed the public to kayak, walk and fish in a 2.5-mile stretch of the Los Angeles River. The Recreation Zone included the river channel and five feet of adjacent riverbank. MRCA Rangers regulated usage and promoted public safety in the Recreation Zone with rules established by the MRCA Park Ordinance.

The success of the 2013 pilot program demonstrated that there is significant public demand for recreation in Los Angeles River. Except for when the zone was occasionally closed, there were visitors in the water each day. Guided tours run by private operators and MRCA proved to be quite popular, as well as individuals kayaking on their own.

On February 25, 2014, the City of Los Angeles authorized MRCA to manage the Los Angeles River Recreational Zone Program (non-pilot) for the 2014 season. MRCA was granted authority to manage the designated recreational zone area and utilize the MRCA Park Ordinance to regulate park and public trust doctrine activities.

MRCA seeks to offer one non-profit 501(c)(3) organization a Special Use Permit for the purpose of providing a kayak rental service to the general public at Marsh Park.

ABOUT THE MRCA

The Mountains Recreation and Conservation Authority (MRCA) is a local public agency exercising joint powers of [Santa Monica Mountains Conservancy](#), the [Conejo Recreation and Park District](#), and the [Rancho Simi Recreation and Park District](#) pursuant to Section 6500, *et seq.* of the Government Code.

The MRCA is dedicated to the preservation and management of local open space and parkland, watershed lands, trails, and wildlife habitat. The MRCA manages and provides ranger services for almost 60,000 acres of public lands and parks that it owns and that are owned by the Santa Monica Mountains Conservancy or other agencies and provides comprehensive education and interpretation programs for the public. The MRCA works in cooperation with the Conservancy and other local government partners to acquire parkland, participate in vital planning processes, and complete major park improvement projects.

Attachment 2 – Scope of Work

Operational Requirements: MRCA is requesting proposals for the rental of kayaks and related safety equipment to the general public. The MRCA will provide the location (Marsh Park) and kayak/safety equipment to be rented. The successful respondent will provide all other services and equipment necessary (personnel, advertising, office equipment, Internet connectivity, reservations, credit card handling, etc.). Rentals will be offered on weekends only, from Memorial Day to Labor Day. Submit a gross receipt sharing proposal, indicating the percentage split between the MRCA and bidder. The minimum share to be awarded the MRCA is 51%.

Proposals will be judged based on the following factors:

Gross receipt split percentage
Employment of local at-risk youth
Business Plan
Community benefit
Organization's demonstrated involvement with the Los Angeles River.

Insurance Requirements: Permittee shall secure and maintain a liability insurance policy for the activities permitted herein and shall name the SMMC, MRCA, State of California, Conejo Recreation and Park District, Rancho Simi Recreation and Park District, City of Los Angeles, Los Angeles Department of Water and Power, County of Los Angeles, Los Angeles County Flood Control district, and United States Army Corps of Engineers as additional insured entities for the duration of this Permit. A certificate of insurance, with the required endorsements, shall be submitted to the representative when the Permit is submitted for approval. The insurer will not cancel or reduce the insured's coverage during the period that this permit is in effect without ten day's prior written notice to the MRCA. This policy of liability insurance is to be in an amount not less than the following:

Public Liability: \$2 million each person;
Property Damage Liability: \$2 million each occurrence;
Products Damage Liability: \$2 million.
Medical Payments \$5,000 each person

Time: The 2014 Recreational Zone will operate from May 26, 2014 (Memorial Day) to September 1, 2014 (Labor Day), with hours of operation sunrise to sunset, weekends only.

Qualifications: Respondents must be Non-Profit Organization 501(c)(3) and have demonstrated competence and experience with similar activities.

Protection of Property: The selected concessionaire shall take all reasonable precautions to prevent damage to the natural resources of the Los Angeles River, adjacent parklands, and trails and bike paths, both within and outside of the Recreational Zone boundaries. Normal wear and tear on the MRCA-owned equipment is expected, however the concessionaire shall replace all unusable items at the conclusion of the season.

Contract and Cost: The selected concessionaire will be awarded a Special Use Permit for the 2014 season only.

Attachment 3 – Submittal Requirements

Please organize your proposal by the five sections listed below.

Section 1: Proposed Operation and Services

Describe your proposal for the Concession. Include a detailed description of services provided to the public, personnel/staffing commitments, logistics, and all other pertinent information. Describe, as applicable, the proposed methods of recruiting and employing at-risk youth, the proposed community benefits, and any marketing strategies. This narrative shall be limited to four pages or fewer.

Section 2: Qualifications and Background

Submit the following:

- Name, address, and brief history of organization. Describe how your organization's mission relates to the services requested, and involvement with the Los Angeles River.
- Examples of three relevant experiences that the organization has performed during the last five years. For each, include references and current contact information.
- Resumes of those who would work on the project.
- Evidence of financial resources to open and operate the concession.
- Copy of organization's 501(c)(3) determination

Section 3: Project Team

Provide project team organization chart and describe background, roles and responsibilities of key team members. Include a summary of all proposed sub-contractors with their contact information. Sub-contractors will require MRCA approval.

Section 4: Business Plan

Submit a business plan for the entire operation. Plan shall include startup costs, staffing, marketing, administration, proposed fees to the public, and projected revenue for the season. State all assumptions made for the business plan, including the projected quantity of users. Clearly identify the gross receipt split percentage. The business plan shall include all sub-contractors considered necessary to complete the work.

Section 5: Schedule/Timeline

Submit a basic schedule including setup of all items and demobilization days.

Appendix

Respondents have the option of submitting up to five pages of additional material.

EVALUATION

Proposals will be evaluated for the following criteria:

- Experience and technical competence of the project team members
- Evidence of competent work with the public
- Value offered considering capabilities and experience of the project team
- Experience, qualifications and availability of key personnel
- Capability to meet schedule constraints
- Capability of the project team to provide the scope of work
- Specific experience and performance on past projects
- Recommendations of prior clients

The information provided in response to the above requirements will be the basis for evaluation. Failure to provide this information or the inclusion of any conditions, limitations, or

misrepresentations may adversely affect the evaluation of your proposal. The Executive Officer of the MRCA reserves the right not to award any contract if no proposal is acceptable.

All respondents will be required to represent and warrant that they, he, she, or the officers, directors, and/or employees of bidder are not related by blood or marriage to any member of the governing boards of the Santa Monica Mountains Conservancy, the Santa Monica Mountains Conservancy Advisory Committee, the Mountains Recreation and Conservation Authority, or any other joint powers authority for which the Santa Monica Mountains Conservancy is a constituent member, or to any officer, director or staff member of any of the aforesaid public agencies. "Related by blood or marriage" is defined as being a parent, child (including stepchildren), sibling, grandparent, grandchild, aunt, uncle, niece, nephew, spouse, domestic partner, father-in-law, mother-in-law, sister-in-law or brother-in-law. The MRCA reserves the right to immediately cancel any contract entered into if it discovers a breach of this warranty and representation. Consultant shall be liable for all damages sustained by the MRCA as a result of the breach.